

# TRY TRADE EXPANSION IN THE SOUTH, IN KENTUCKY AND IN LOUISVILLE.

**M**ERCHANTS and manufacturers, North, East and West, have not yet fully comprehended the value of their home market. To a large portion of the enterprising business men of the Eastern, Middle and Western States the Southern States are an unknown land, noted chiefly, if not solely, for the production of cotton. The publication of the census tables goes far to overthrow this conception. To aid the men in search of more trade to a fair conception of their opportunities in the South, this striking comparison, taken from an address by Mr. Edmunds before the Georgia School of Technology, is submitted:

## The Industrial South.

In 1860 the wealth of the whole country was estimated at 16,000 millions. In 1900 the South alone boasted a wealth of like proportions.

In 1860 the entire country produced 884,474 tons of pig iron. Today the South alone is producing three million tons.

In 1860 the output of bituminous coal was 5,775,077 tons. In 1901 the South alone produced 51 millions.

In 1860 the country had 30,000 miles of railroad. Today the South has 55,000 miles.

In 1860 the value of manufactured goods in the United States was 115 millions. Today the South manufactures 110 millions worth.

The country manufactured lumber products in 1860 to the amount of 96 millions of dollars. Today the South is annually marketing over 200 million dollars worth.

Our mineral and manufactured products in the South in 1900 were 1,620 millions against one billion, nine hundred million for the whole country in 1860.

Thirty years ago the whole country had 402 miles of street cars. Today the South has 3,000 miles.

In 1860 the whole country produced 500 barrels of petroleum. Today the South is marketing 20 million barrels of petroleum.

Of the banking capital the South has half today of what the country had thirty years ago.

This is the New South—the industrial South—the South that stands at the beginning of a new era of development. It is not a worn out land but an undeveloped land, which is drawing thousands of immigrants from the North and Northwest to cultivate her fields, cut her forests, open her mines, erect her furnaces and build up her cities.

The way to reach the people of this New and Industrial South is through the columns of **HOME AND FARM** at Louisville, Ky., with 107,565 circulation—semi-monthly.

## Kentucky Is the Border Land of This New Territory.

The people of this country hear all too much about lawlessness in Kentucky. Kentucky is as law-abiding and orderly as any of the great cities of the North. More crimes are committed in Chicago and New York in one month than are committed in Kentucky in a year.

Kentucky is the greatest producer of tobacco of all the States in America. Agriculturally, the State is unsurpassed. The crops of 1902 will give the State a purchasing power it never had before in its history.

New developments in Kentucky relate to Lead, Zinc, Fluorspar, Iron, Coal, Oil and Asphalt.

The asphalt beds of Kentucky have been sufficiently developed to show that better streets can be laid with this rock asphalt than with the so-called pitch asphalt controlled by the Asphalt trust. It is the competition of this rock asphalt which will give to the great cities of the North and West asphalt streets at half the price named for them by the trust.

Kentucky is developing a new oil field slowly but successfully. Unless it passes into the control of the Standard Oil Company the people will in time see this product the best regulator of a great standard oil monopoly.

In the hills of Kentucky are stored vast quantities of coal of every grade. Marked as has been the development of the coal mines in Kentucky in the past ten years, they constitute merely the beginning, and the wealth of the State remains yet to be developed.

In the western part of the State zinc, lead and fluorspar have been developed in quantities sufficient to show that it is far richer than the lead mines of Missouri.

No State in the Union has greater resources, greater reservoirs of wealth, and no State has such a variety of products to attract labor and capital.

## Prosperity of Louisville.

Louisville is the commercial capital of Kentucky and of the South. She has fourteen banks with a deposit of 33 million dollars. Her clearings amount to over a million and a half a day.

No city in the South shows a healthier growth in the past ten years than Louisville. The population in 1890 was 161,129 and the population in 1900 204,731.

Growth in population is due to the growth in manufacturing enterprises, to the development of four great railroad systems centering in Louisville—the Louisville & Nashville, Southern, Illinois Central and the Chesapeake & Ohio—penetrating the southern fields, and the Pennsylvania, Big Four, Monon and Baltimore & Ohio Southwestern bringing the city into close connection with the lake cities and traffic and with the East.

Louisville is a large and growing manufacturing city. It has the largest banking capital of any city in the South, and besides its State and National banks has four large trust companies.

Louisville is the largest leaf tobacco market in the world and one of the great centers of tobacco manufacturing.

Louisville does more business in straight whiskies than any city in the United States, and an enormous bottling and blending business.

Louisville does an enormous jobbing business, shipping goods all over the United States and to foreign countries, and has the largest clothing output of any city of its size, and leads the world on manufactured jeans.

Louisville has the largest output of farm wagons in the United States.

Louisville has the largest winter wheat flouring mill in the world, producing 600,000 barrels of flour annually.

Louisville is noted for its plow factories, for its jeans mills and for the production of cement.

Louisville, in short, is one of the great and growing cities of America, and if you have anything to sell that is worth buying you should talk to the people of Louisville and of Kentucky through The Louisville Evening Post.

## THE LOUISVILLE EVENING POST.

PRICE  
2c.

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2c.

"INDEPENDENT IN ALL THINGS AND NEUTRAL IN NOTHING."

**T**HE EVENING POST is a modern daily newspaper having the Associated Press and all other facilities for securing and publishing the news. It covers the city and State of Kentucky and Southern Indiana with a regular circulation as large as any newspaper in the South. It is not an experiment, for it was established in 1878 and has been a part of several revolutions in journalism.

It is the most influential newspaper in Kentucky as the political record of the State for ten years will show, and a newspaper cannot have influence without circulation.

It enters more homes in Louisville, Kentucky and Southern Indiana than any paper, daily or weekly.

It has the largest circulation of any newspaper among men of business and laboring men.

"Independent in all things and neutral in nothing," it has made a place for itself in the confidence of the people by its advocacy of sound principles in business, in politics and in municipal affairs.

The Evening Post has a circulation exceeding 26,000 and it is steadily growing. The free rural delivery of mails in Kentucky has enabled the Evening Post to supplant the old political weekly and, as it is published for the fireside as well as for the counting-room, it is found daily along all the rural routes of the State.

There can be no better quality of circulation. It is the oldest afternoon paper in Louisville, having been established in 1878; but it still leads in all public enterprise, in all news features, in all the distinguishing traits of a modern newspaper.

The Evening Post has no weekly edition, but its Saturday edition of

### 24 ILLUSTRATED PAGES

is superior in interest and circulation to any weekly issue of a daily paper. The Evening Post treats so fully all State affairs that it has easily the largest State circulation, largely increased by the rural free delivery system of the Postoffice Department.

The Evening Post has been chiefly responsible for the recent development of the natural resources of Kentucky, giving the fullest description of the coal fields, asphalt developments, lead deposits, silver and fluorspar, iron and oil. It is the paper everybody reads in Kentucky, and is the paper in which to advertise.

All of this creates a condition immensely favorable to those advertisers who own articles or commodities of genuine value that they are anxious to get before a purchasing public. We can demonstrate that the advertising columns of The Evening Post will do this in Louisville, Kentucky, Northern Tennessee and Southern Indiana more quickly and successfully than any other medium.

Address Evening Post, Louisville, Ky.

Or Our Direct Representative in New York—THEODORE E. KOHLHASS, 120 Tribune Bldg.

## HOME AND FARM

SEMI-MONTHLY, LOUISVILLE, KY.

**T**HIS remarkable newspaper was the pioneer in the modern field of agricultural journalism. It was a two-cent newspaper 25 years ago, when the five-cent newspapers were proud of a small and select audience, and it was the first agricultural newspaper to secure a paid-in-advance circulation exceeding 100,000.

The American farmer is the great consumer because he is the great producer. He is the best customer any one can have, because when you secure his confidence it is yours as long as you deserve it.

There are men who say America is not pre-eminently an agricultural country, because of the growth of our towns and cities. Let this table of comparative statistics demonstrate to you the truth that agricultural America is today twice the power in politics and in commerce that ever it was:

	1890.	1900.
NUMBER OF FARMS.....	4,564,641	5,739,657
TOTAL ACREAGE.....	623,218,619	841,201,546
VALUE FARM PROPERTY.....	\$13,273,252,649	\$16,674,690,247
IMPLEMENTS AND LIVESTOCK.....	2,703,015,040	3,839,311,591
VALUE FARM PRODUCTS.....	2,460,107,454	4,739,116,752

In 1899 the percentage of "gross income on investment" in agriculture for the whole United States was 18.3 per cent.

How insignificant, as compared with these statistics of aggregate wealth and income, is the amount of the capital and of the income of the terrible trusts, all told!

### COTTON THE GREAT MONEY CROP.

Cotton brings more money to the farmer than any other crop, for none of it is consumed on the farm until it comes back from the factory. Here is the circulation of Home and Farm in the Southern States:

KENTUCKY.....	6,130	LOUISIANA.....	5,900	VIRGINIA.....	2,142
TENNESSEE.....	8,768	ALABAMA.....	13,508	WEST VIRGINIA.....	625
MISSISSIPPI.....	13,587	FLORIDA.....	2,144	GEORGIA.....	11,980
ARKANSAS.....	8,605	NORTH CAROLINA.....	6,412	MISSOURI.....	892
TEXAS.....	12,441	SOUTH CAROLINA.....	7,200	OKLAHOMA AND INDIAN TER.....	2,751
				MISCELLANEOUS.....	4,480

TOTAL CIRCULATION, 107,565. OVER 20,000 POSTOFFICES REACHED.

### The Home Journal of the South.

Home and Farm is distinctively the home journal of the South. Its varied departments treat of every topic, material, moral or educational, that concerns the homes of the millions of American farmers.

Home and Farm was established in 1876, and for a generation it has had an unquestioned supremacy in the South and West. A second generation is now reading its pages, considering its advertisements and sending its orders to the merchants and manufacturers introduced to them by Home and Farm.

**NO CUT-RATES, NO PARTIALITY.** The very best service to advertisers at the most reasonable rates.

Address Home and Farm, Louisville, Ky.

Or THEODORE E. KOHLHASS, 120 Tribune Building, New York.